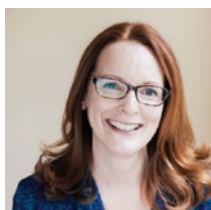


'BE OUTSTANDING'

THE BUTTERFLY COMMUNITY LEARNING EVENT

WEDNESDAY 13TH SEPTEMBER • BIRMINGHAM, UK



David Sheard and Helen Sanderson would like to invite you to the launch of The Butterfly Community – a new way to create cultural change in dementia care.

What you will gain from the day

As well as gaining an introduction to our new online membership group 'The Butterfly Community', we will be sharing insights from a range of speakers into what makes a care home outstanding.

Six care homes who have achieved an 'outstanding' rating will join us to run workshops.

Expert guest speakers will also be joining us. Our keynote speakers include **David**, who will be sharing his views based on research and experience in a talk entitled "Butterflies are good business, good quality and good to be with", and **John Kennedy** – who led the care home enquiry for the Joseph Rowntree Foundation – sharing his experiences from visiting outstanding care homes across the country.

You will take away information and ideas that you can use to make a difference to your care home. We're excited to be launching a different kind of community, and there will be fun, music, graphic facilitation and poetry all related to dementia care on the day!

Workshops

Samantha Crawley, National Director of Operations, All of Us
"Butterflies are good business" – the figures add up, collating the stats and evidence

Anita Astle Managing Director Wren Hall Care Home
"Don't touch the Butterflies!" – balancing risks in freeing Butterflies around infection control and other health and safety considerations

Catarina Versaevel National Director DCM Canada
"Coming out of the cold" – Butterflies spreading in Canada, the 7 homes experience

Patrick Atkinson, Owner & Helen Walton, Head of Operations, Skylarks; and Jo-Anne Wilson, Poppy Lodge, Royal British Legion, Galanos House
"When Butterflies flounder" – helping Butterflies to fly again"

Gwen Coleman Director of Care, Dementia Care Matters
"From Chrysalis to Butterfly" – coaching a team when the going gets tough

Peter Bewert Executive Manager Care Services Aged Care Plus Support Services, The Salvation Army
"Butterflies as Salvation" – the Australian experience in the The Salvation Army Aged Care Plus

Ros & Rob Heath, Proprietors Landermeads Care Home
"Requiring Outstanding" – the Landermeads experience turning 'Requires Improvement' into 'Outstanding'

Gill Bailey, Helen Sanderson Associates and Cath Barton, Community Circles
"How person-centred practices and Community Circles helped create an award-winning home at EachStep"

Learn more and book online

To read more about becoming a member of The Butterfly Community – and joining us for the launch day – visit us online at www.butterflycommunity.org. Tickets cost £79 for Butterfly Community members and £125 for non-members. Non-members will be able to purchase discounted membership of The Butterfly Community on the day. Details on the website.